

Program Data Sheet

Name of Event:			Pilot Program
2 nd . Annual Holiday Blizzard Bazaar			Revised program
		X	Repeat Program
Date: 20 November 2005	Day of Week: Sunday	Time: 10 a.m.-3 p.m.	
Location: BBCC	Information Phone #: 757-788-3151	Price: \$15.00	
Program Coordinator: Maria P. Jackson			
Phone #: 757-788-3151	Fax #: 757-788-4029	e-mail Address: maria.p.jackson@us.army.mil	
<p>Purpose of the Event: To provide a wide range Calendar of Events at the Bay Breeze Community Center and to increase cross-programming with the BBCC.</p> <p>Annual Event</p> <p>Repeated Customers</p>			
<p>Indicator/Measure of Success: This program was real successful this year , vendor spaces sold 2-3 weeks prior to event. Event enjoyed by all attended. Some vendors booked space for next year's event.</p> <p>Brunch: Presentation excellent. Quality of food great. All the BBCC crew that supported this event should be commended.</p>			
<p>After Action Report (AAR) Comments from Prior Event(s):</p> <p>Good communication between Special Events Mgr. and BBCC Manager and teamwork help to the success of this program.</p>			

Key POCs

Name	Requirements	Phone #	Fax #	e-mail	Actions
Maria P. Jackson	Publicity	X3151	X4029	Maria.p.jackson@us.army.mil	Flyers, direct mailing, add newspaper and Casemate, PAO.
	Equipment				
	Supplies				
	Audio/video				
	Decorations				
BBCC Catering	Food & Beverages	X5656			Brunch
	Procurement				
BBCC Staff	Set-up / Clean-up	X2406			
DPCA Staff	Turner & Loud	X2312			

After Action Report

Financial Analysis		
Sales:	\$808.50	Brunch sales at the event
COGS:		
Other Revenues:	\$2,240.00	Vendor fees and Brunch pre-sale BBCC Labor
Labor:	\$926.13	
Other Expenses:		
NIBD:	\$2,122.37	

Program Analysis	
Attendance:	
Indicator/Measure of Success: This program success increased largely from last year, attendance increased, looking good for next year already.	
Elements to Change: Dance Floor and small Ball room set up, will discuss with BBCC Manager.	
Elements to Eliminate: None.	
Elements to Add: Some short of entertainment perhaps.	
Other Comments:	